



EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Special session on communicating quality

Communicating the third round of ESS peer reviews
– the Eurostat experience

Claudia Junker, Head of unit “Enlargement, neighbourhood and cooperation
development, Eurostat



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

eurostat 

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Why communicating on the ESS peer reviews

Lessons learned from the 2nd round of ESS peer reviews

Communication strategy for the 3rd round of ESS peer reviews

Objectives of the communication

Target groups



eurostat 

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

How to encourage communication on the ESS peer reviews

Development of generic communication material

Development for guidelines for the NSIs' communication officer

Workshop for the communication officers

Adjustment to local communication practices



eurostat 

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

How and what to communicate on the ESS peer reviews

Generic communication material on:

Value of European/official statistics

European statistics Code of Practice

Peer review process



eurostat 

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Generic communication material:

- Standard ppt
- Videos
- Key visuals
- Roll-ups/banners
- Infographics
- CoP principles
- Leaflet
- Website articles
- Social media quiz / hashtags



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Videos

One example: quality of European statistics and ESS peer reviews

<https://ec.europa.eu/eurostat/web/quality/peer-reviews>



eurostat 

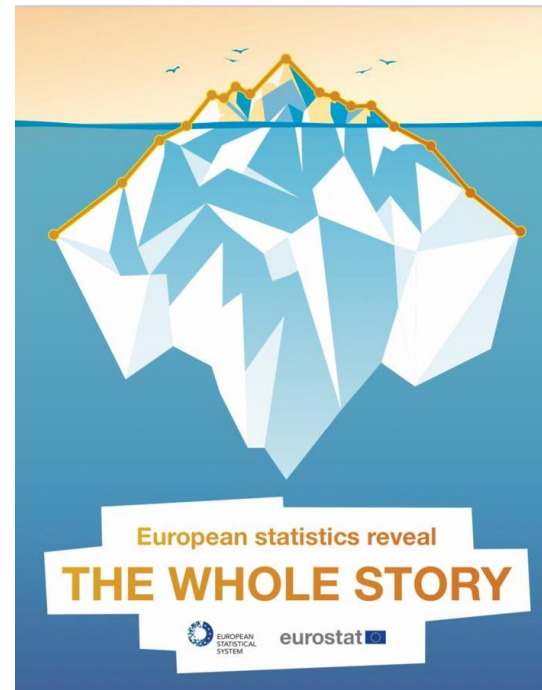
The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Key Visuals





EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Roll-up/banner



eurostat



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

eurostat

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Fact sheet n° 1: General introduction to the ESS peer reviews

Fact sheet n° 2: The ESS peer review process and follow-up

Fact sheet n° 3: The ESS

Fact sheet n° 4: The European Statistics Code of Practice

Fact sheet n° 5: The value of European statistics



eurostat 

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Infographics





EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Infographics - CoP

eurostat

The **16** principles of the European Statistics Code of Practice

1 Professional Independence
European statistics are produced in an impartial and independent manner, free from any political or other external influence.

2 Mandate for Data Collection and Access to Data
Statistical authorities have access to the data necessary to produce European statistics.

3 Adequacy of Resources
Human, financial and technical resources are sufficient to produce high quality European statistics.

4 Commitment to Quality
Statistical authorities regularly and systematically review their processes and the quality of their statistical products.

5 Statistical Confidentiality and Data Protection
The privacy of data providers and the confidentiality of the information they provide is guaranteed by law.

6 Impartiality and Objectivity
European statistics are developed, produced and published in a professional and transparent manner, treating all users fairly and equally.

7 Sound Methodology
European statistics have a sound methodological basis and are in line with European and international standards.

8 Appropriate Statistical Procedures
Statistical processes are routinely monitored and revised using well-established, transparent procedures.

9 Non-excessive Burden on Respondents
Statistical authorities request information from respondents only when it is necessary.

10 Cost Effectiveness
Statistical authorities ensure that they use resources efficiently.

11 Relevance
European statistics are based on user needs.

12 Accuracy and Reliability
European statistics accurately and reliably portray reality.

13 Timeliness and Punctuality
European statistics are released in a timely and punctual way.

14 Coherence and Comparability
European statistics are consistent and comparable between regions and countries over time.

15 Accessibility and Clarity
European statistics are published in a clear and easily-accessible way.

European statistics. Facts matter.
<https://ec.europa.eu/eurostat>

INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

eurostat

The conference is partly
financed by the European Union



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

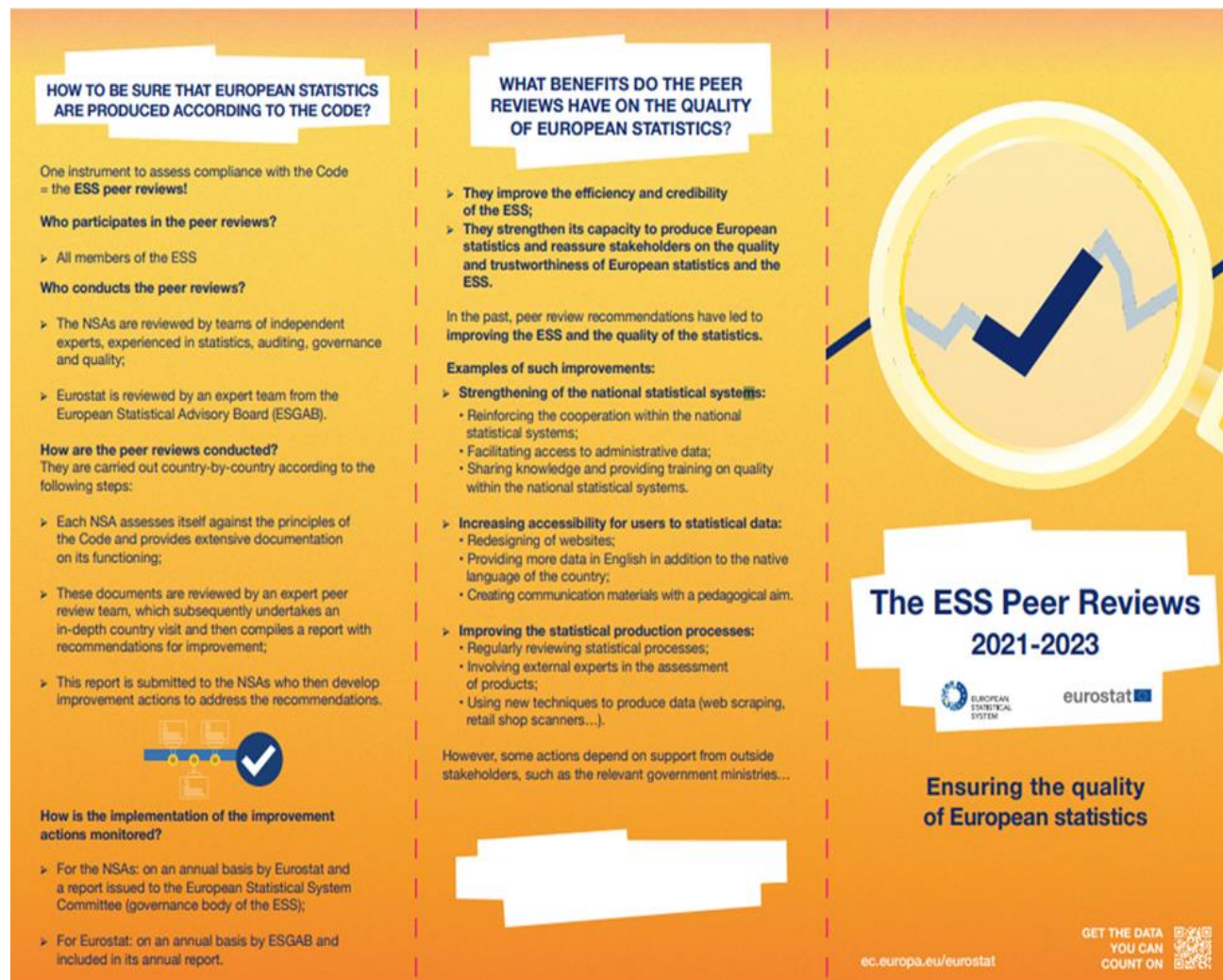
Examples

Leaflet

 INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

eurostat 

The conference is partly
financed by the European Union



HOW TO BE SURE THAT EUROPEAN STATISTICS ARE PRODUCED ACCORDING TO THE CODE?

One instrument to assess compliance with the Code = the **ESS peer reviews!**

Who participates in the peer reviews?


- All members of the ESS

Who conducts the peer reviews?

- The NSAs are reviewed by teams of independent experts, experienced in statistics, auditing, governance and quality;
- Eurostat is reviewed by an expert team from the European Statistical Advisory Board (ESGAB).

How are the peer reviews conducted?
They are carried out country-by-country according to the following steps:

- Each NSA assesses itself against the principles of the Code and provides extensive documentation on its functioning;
- These documents are reviewed by an expert peer review team, which subsequently undertakes an in-depth country visit and then compiles a report with recommendations for improvement;
- This report is submitted to the NSAs who then develop improvement actions to address the recommendations.



How is the implementation of the improvement actions monitored?

- For the NSAs: on an annual basis by Eurostat and a report issued to the European Statistical System Committee (governance body of the ESS);
- For Eurostat: on an annual basis by ESGAB and included in its annual report.

WHAT BENEFITS DO THE PEER REVIEWS HAVE ON THE QUALITY OF EUROPEAN STATISTICS?

- They improve the efficiency and credibility of the ESS;
- They strengthen its capacity to produce European statistics and reassure stakeholders on the quality and trustworthiness of European statistics and the ESS.



In the past, peer review recommendations have led to **improving the ESS and the quality of the statistics.**

Examples of such improvements:

- **Strengthening of the national statistical systems:**
 - Reinforcing the cooperation within the national statistical systems;
 - Facilitating access to administrative data;
 - Sharing knowledge and providing training on quality within the national statistical systems.
- **Increasing accessibility for users to statistical data:**
 - Redesigning of websites;
 - Providing more data in English in addition to the native language of the country;
 - Creating communication materials with a pedagogical aim.
- **Improving the statistical production processes:**
 - Regularly reviewing statistical processes;
 - Involving external experts in the assessment of products;
 - Using new techniques to produce data (web scraping, retail shop scanners...).


However, some actions depend on support from outside stakeholders, such as the relevant government ministries...

**The ESS Peer Reviews
2021-2023**

**Ensuring the quality
of European statistics**

ec.europa.eu/eurostat

GET THE DATA
YOU CAN
COUNT ON 



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Examples

Leaflet

EUROPEAN STATISTICS ARE:

- Built on reliable, fact-based data.
- Produced free of political or any other influences.
- Comparable between countries and regions.

Who needs high-quality statistics?
Well, practically everybody...

- **Governments and political decision-makers** to base their policies and decisions on facts that reflect reality.
- **Researchers, academia, journalists** to base their articles and findings on facts that reflect reality.
- **Businesses** to base their investments and decisions on facts that reflect reality.
- **The citizens** who want to be informed about facts that reflect reality.

Who produces European statistics?
Eurostat and the national statistical authorities (NSAs) of all the EU Member States and EFTA countries form a partnership called the European Statistical System (ESS).

HOW IS THE HIGH QUALITY OF EUROPEAN STATISTICS ENSURED?

- They are produced within a common quality framework based on the European Statistics Code of Practice;
- The Code sets the standard for developing, producing and disseminating European statistics;
- All members of the ESS are strongly committed to producing high-quality statistics and to the respect of the Code.

THE EUROPEAN STATISTICS CODE OF PRACTICE:

- 16 principles covering the institutional environment, statistical processes and statistical outputs;
- 84 indicators of best practices and standards;
- The indicators provide guidance and reference for reviewing the implementation of the Code.

THE PRINCIPLES OF THE EUROPEAN STATISTICS CODE OF PRACTICE

Institutional environment:

- Professional independence;
- Coordination and cooperation;
- Mandate for data collection;
- Adequacy of resources;
- Commitment to quality;
- Statistical confidentiality;
- Impartiality and objectivity.

Statistical processes:

- Sound methodology;
- Appropriate statistical procedures;
- Non-excessive burden on respondents;
- Cost effectiveness.

Statistical output:

- Relevance;
- Accuracy and reliability;
- Timeliness and punctuality;
- Coherence and comparability;
- Accessibility and clarity.

Together they produce European statistics



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Evaluation / results

Many countries communicated internally in the NSI/NSS

Almost all countries developed a specific page on the website

Many countries developed their own communication strategy

Many countries used the material, adjusted to local communication habits

Many countries reported increased visibility of OS and PR



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

Final conclusion

Usefulness of the process

Timing of the process

Stakeholders of the process

Any questions?



EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL